

ER 60-9923/a

7 JAN 1961

✓  
encl

Mr. William R. Baker, Jr.  
Chairman of the Board  
Benton & Bowles, Inc.  
666 Fifth Avenue  
New York, N. Y.

Dear Mr. Baker:

Thank you very much for your letter of 23 December inviting me to speak at the meeting of the National USO Organization on Wednesday, 15 March.

Much as I would like to join you on this occasion, I sincerely regret that I will be unable to accept your kind invitation. With all the problems involved in connection with the change of administration and the requirement for me to be constantly available over the next few months, I have decided to restrict my outside speaking engagements.

Your thoughtfulness in asking me to participate in the breakfast session is indeed appreciated and I would like to take this opportunity to wish you every success in your meeting.

With kindest regards,

Sincerely,

SIGNED

Allen W. Dulles  
Director

STAT  
O/DCI, :bak(4 Jan. 61)

Distribution:

- Orig. - Addressee
- 1 - DCI
- 1 - Col. Grogan
- 1 - AAB
- 1 - ER w/basic

(EXECUTIVE SECRETARY FILE B)

60-9923

**BENTON & BOWLES, INC.**

666 FIFTH AVENUE, NEW YORK

**ADVERTISING**

December 23, 1960

CHAIRMAN OF THE BOARD

JUDSON 2-6200

The Honorable Allen W. Dulles, Director  
Central Intelligence Agency  
2430 E Street, N. W.  
Washington, D. C.

Dear Mr. Dulles:

1961 is the 20th Anniversary of our National USO Organization. And it would seem that in 1961 its work, overseas especially, will be of greater importance to our men and women in the Armed Forces than at any time since the Korean conflict.

You and your fine organization, USO officials agree, can speak to the need of keeping morale high as well as our armed forces alert in the months and even years ahead. Our national organization meets in Washington for a very important session on the dates of March 14 and 15. Our new President-elect, John Kennedy, has expressed interest in the USO and we fully expect that he will not only assume its Honorary leadership, but will be with us, if only briefly, at some important point during the sessions.

These representatives of the USO come from all fifty states and a feature of the meeting will be a "Hometown Breakfast" on Wednesday morning early at the Hotel Mayflower. Many Senators and Congressmen attend these meetings because they like to visit with their constituents who are visiting the city. This year we are out to rededicate our workers to the dangers ahead and so to the needs of an even stronger USO.

DEC 26 1960

The Honorable Allen W. Dulles  
December 23, 1960  
Page Two

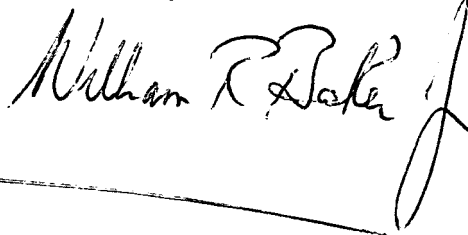
Some of us, who are active in the Advertising Council, have heard you talk and we believe it would be a major high spot of our meeting if we could count on you for a frank message of about twenty minutes at the conclusion of our breakfast.

My good friend, Ted Repplier, said that I might use his name in bringing this to your attention. He knows, of course, of the needs of the USO and we are hopeful of an approved Advertising Council effort in 1961 to bring the 20th Anniversary story of the USO before the country. You undoubtedly know many of the people in the National USO and the hopes of all these people join with mine in the presentation of this invitation.

I would be most happy to come to Washington to discuss this with your Mr. Bundy or others. I may have skipped information you would like, but I am sure you know from the tone of this letter what a great satisfaction it would be for all those attending this meeting if your plans would allow you to make this brief appearance and statement.

Thank you so much for all the great work that you and your associates have done and continue to do for our country.

Sincerely,

A handwritten signature in dark ink, appearing to read "William R. Baker, Jr.", with a long horizontal flourish extending to the left.

William R. Baker, Jr.  
ah

# United Service Organizations, inc.

237 EAST 52ND STREET, NEW YORK 22, N. Y.

PHONE: PLAZA 1-3020

Honorary Chairman  
Dwight D. Eisenhower

Chairman of the Corporation  
Harvey S. Firestone, Jr.

Vice Chairman of the Corporation  
Holgar J. Johnson

President  
Robert E. Lee

Chairman, Executive Committee  
Stanley B. Ecker

Vice Presidents

Mrs. Arthur Forrest Anderson

Mrs. Alfred R. Bachrach

Frank M. Folsom

Commissioner Norman S. Marshall

Mrs. George Hamlin Shaw

Admiral Thomas P. Wynkoop, USN, (Ret.)

Secretary  
Mrs. Francis T. Christy

Treasurer  
Victor D. Ziminsky

Assistant Treasurer  
William B. Gorman

Executive Director  
Edwin E. Bond

This is the official letterhead,  
but does not carry the names  
of some 75 Directors from  
the 6 Constituent organizations  
and other national figures that  
make up the whole Board.

MEMORANDUM FOR: Mr. Dulles:

in Col. Grogan's absence,  
recommends that you decline this invitation.

AAB  
4 Jan. 61

(DATE)

FORM NO. 101 REPLACES FORM 10-101  
1 AUG 54 WHICH MAY BE USED.

(47)